

1 of 6

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

$$SC = *$$

THIS IS A NEW CONTRACT

TOTAL 58,100

PLS CONFIRM ASAP

THANKS , ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	F	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/12-10/12	2	1	2	\$450.00	
	Rating: 1.3											
	2	M	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/15-10/15	2	1	2	\$450.00	
	Rating: 1.3											
	3	TU	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/16-10/16	2	1	2	\$450.00	
	Rating: 1.3											
	4	W	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/17-10/17	2	1	2	\$450.00	
	Rating: 1.3											
	5	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	10/18-10/18	2	1	2	\$450.00	
	Rating: 1.3											
	6	F	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/12-10/12	2	1	2	\$1,000.00	
	Rating: 1.4											
	7	M	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/15-10/15	2	1	2	\$1,000.00	
	Rating: 1.4											
	8	TU	6A-7A	ACTION NWS@6AM	:30	\$500.00	10/16-10/16	2	1	2	\$1,000.00	
	Rating: 1.4											

Rep Order#	6830396	Ver#	1	Status	New
EC'd	Yes				

Traffic Order# 6830396

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .N.R.C.C. IE
Product	N.R.C.C. IE
Estimate#	2603
Buyer	Ben Angle
Phone#	
Fax#	

[illegible]

Rep Order#	6830396	Ver#	1	Status	New
EC'd	Yes				

Station	KTNV-TV LAS VEGAS, NV
Advertiser	() .N.R.C.C. IE
Product	N.R.C.C. IE
Estimate#	2603
Buyer	Ben Angle
Phone#	
Fax#	

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	20	SU	6A-7A	ACTN NWS SU@6A	:30	\$600.00	10/14-10/14	2	1	2	\$1,200.00	
Rating: 1.9												
	21	SU	7A-8A	GD MRN-SUN	:30	\$750.00	10/14-10/14	2	1	2	\$1,500.00	
Rating: 2.5												
	22	F	5P-530P	ACTION NWS@5PM	:30	\$600.00	10/12-10/12	1	1	1	\$600.00	
Rating: 1.5												
	23	M	5P-530P	ACTION NWS@5PM	:30	\$600.00	10/15-10/15	1	1	1	\$600.00	
Rating: 1.5												
	24	TU	5P-530P	ACTION NWS@5PM	:30	\$600.00	10/16-10/16	1	1	1	\$600.00	
Rating: 1.5												
	25	W	5P-530P	ACTION NWS@5PM	:30	\$600.00	10/17-10/17	1	1	1	\$600.00	
Rating: 1.5												
	26	TH	5P-530P	ACTION NWS@5PM	:30	\$600.00	10/18-10/18	1	1	1	\$600.00	
Rating: 1.5												
	27	F	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	10/12-10/12	2	1	2	\$1,500.00	
Rating: 1.9												
	28	M	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	10/15-10/15	2	1	2	\$1,500.00	
Rating: 1.9												
	29	TU	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	10/16-10/16	2	1	2	\$1,500.00	
Rating: 1.9												
	30	W	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	10/17-10/17	2	1	2	\$1,500.00	
Rating: 1.9												

Station KTNV-TV LAS VEGAS, NV

Advertiser () .N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2603

Buyer Ben Angle

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2603

Flight Dates 10/12/2012 - 10/18/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	42	TU	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/16-10/16	1	1	1	\$1,500.00	
Rating: 2.7												
	43	W	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/17-10/17	1	1	1	\$1,500.00	
Rating: 2.7												
	44	TH	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/18-10/18	1	1	1	\$1,500.00	
Rating: 2.7												
	45	F	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/12-10/12	1	1	1	\$750.00	
Rating: 1.5												
	46	M	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/15-10/15	1	1	1	\$750.00	
Rating: 1.5												
	47	TU	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/16-10/16	1	1	1	\$750.00	
Rating: 1.5												
	48	W	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/17-10/17	1	1	1	\$750.00	
Rating: 1.5												
	49	TH	1135P-1205A	ABC-NITELINE	:30	\$750.00	10/18-10/18	1	1	1	\$750.00	
Rating: 1.5												

---REPORT TOTALS---

Report Totals: 76 / \$58,100.00

---SALES MONTHLY TOTALS---

Station KTNV-TV LAS VEGAS, NV

Advertiser () .N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2603

Buyer Ben Angle

Phone#

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2603

Flight Dates 10/12/2012 - 10/18/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

Oct 12: 76 / \$58,100.00

Sales Totals: 76 / \$58,100.00

Station Totals: 76 / \$58,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$363,125	KBLR	0%	KLAS	22%	KSNV	36%	KTNV	16%	KTUD	0%
		KVCW	1%	KVMY	3%	KVVU	22%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE